

**Subject:** CCA Delivers: LABJ Economic Forecast, Tech Summit and more  
**From:** "Central City Association" <toh@ccala.org>  
**Date:** 01/25/2018 02:13 PM  
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**January 25, 2018**  
CCALA.org

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- LABJ Economic Forecast
- Livability & Tourism Committee
- Technology Summit on Feb. 15
- 601 S. Main Street at CPC
- LOCAL Act Update
- Shane Phillips: Impact-Maker to Watch

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Friday, 1/26, 9:30 am - 12:30 pm  
Community Exchange Day  
S. Mark Taper Foundation Shelter Resource Bank

Thursday, 2/8, 11:45 am - 1:30 pm  
Executive Committee Meeting with Kevin Demoff, LA Rams  
One Cal Plaza

Thursday, 2/15, 8 am - 11:30 am  
Technology Summit  
The LA Hotel

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Saturday 1/27, 8 am - 12 pm  
#FitspoLA on The Bloc

Saturday, 1/27, 3 pm - 12 am  
Night on Broadway - Presented by Councilmember Huizar

Sunday, 1/28 - Tuesday, 1/30  
VerdeXchange Conference

Friday, 2/2  
Coro Southern California Presents Tech x Democracy

Wednesday, 2/7, 5:30 pm - 7 pm  
Heart of the City Corporate Cup Happy Hour

Thursday, 3/22, 5 pm - 8 pm  
Night of a 1000 Drawings Los Angeles

Saturday, 3/24, 8 am - 11 am  
Heart of the City 5K | Corporate Cup Challenge

## LABJ Economic Forecast

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*Jessica Lall, CCA; Martin Griffiths, KPMG; Jim Kruse, CBRE*

**Jessica Lall**, President & CEO of CCA, spoke on the real estate panel with **Martin Griffiths**, KPMG, and **Jim Kruse**, CBRE, at the **LA Business Journal** 2018 Economic Forecast event at **The City Club**. They discussed how to broaden the types of companies locating in DTLA, the importance of diversifying the housing stock in DTLA, the key issues they predict will impact real estate this year and how to solve the homelessness crisis.

## Livability & Tourism Committee

CCA's DTLA 2030 Committee has been renamed **Livability & Tourism Committee** to better reflect CCA's objectives in advancing open space, education, childcare, wayfinding and tourism. At our first meeting of the year, the Department of City Planning outlined Cannabis Location Requirements, and the Department of Tourism & Convention Development shared 2017 accomplishments and 2018 goals.

- **Phyllis Nathanson** and **Niall Huffman**, Department of City Planning, provided an overview of the new Cannabis Location Requirements, which was written in response to the passing of Proposition M in March 2017 calling for a regulatory structure for recreational cannabis. Retail and microbusinesses with onsite sales must be 700 feet from sensitive sites such as K-12 schools, public parks, public libraries, daycare centers and alcoholism/drug recovery treatment facilities. Non-retail businesses (cultivation, manufacturing, distribution, testing and retail with no onsite sales) must be 600 feet from K-12 schools. Existing medical cannabis establishments operating under Proposition D can stay where they are until 2023, unless they expand operations. Establishments located in areas under specific plans can locate in the sub areas that most closely correspond to the zone. Find the full presentation [here](#).
- **Doane Liu**, Department of Tourism & Convention Development, listed many accomplishments reached in 2017, including increasing visits to Los Angeles to 48.3 million total visitors (2.2% increase from 2016 versus a 6% decline nationally), increasing international visitors to 7.1 million (0.9% increase from 2016), increasing the Transient Occupancy Tax revenue to \$283.9 million (14.3% increase from 2016), and increasing leisure & hospitality employment to 518,433 (1.5% increase from 2016). The department's goals include expanding the Los Angeles Convention Center to attract more citywide events, strengthen the hotel supply to compete with other major cities, and target the medical and tech industries. Find the full presentation [here](#).

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## Tech Summit - Feb. 15 at The LA Hotel

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CCA would like to invite you to our inaugural **Technology Summit** to learn about the burgeoning tech ecosystem in DTLA and to hear pitches by LA-based startups with well-funded products that are market ready. It will take place on **February 15 from 8:00 am - 11:30 am at the LA Hotel** (333 S. Figueroa Street). We worked with **Stage Venture Partners** to create this completely new event for CCA, which focuses on a sector that can bring many valuable jobs to DTLA. We will hear from a great panel (speakers listed above) and then hear [pitches from local companies](#). Please invite the CIOs and CTOs of your organizations and any other colleagues who are interested in the products that will be showcased. For more information, visit [ccala.org/tech2018](http://ccala.org/tech2018).

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## 601 S. Main Street at CPC

Please join CCA to support 601 S. Main Street at City Planning Commission (CPC) on February 8 at 8:30 am. This mixed-use high rise project would include 420 residential units and 22,00 square feet of retail. The project is replacing an existing 225 space parking lot and is in compliance with the Downtown Design Guidelines. It was continued from December's CPC meeting in order to address commission questions regarding parking and design. Please help us move this project forward! For more information, please contact **Marie Rumsey**, CCA's Vice President of Public Policy, [mrumsey@ccala.org](mailto:mrumsey@ccala.org).

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## LOCAL Act Update

Last week, Senator Scott Wiener introduced a new version of the LOCAL Act (SB 905) which will allow cities to choose to extend alcohol sales to 4 am. This new version is limited to six California cities whose Mayors have expressed interest in extending alcohol sales hours: Los Angeles, West Hollywood, Long Beach, San Francisco, Oakland and Sacramento. In the [press release](#), **Jessica Lall**, President & CEO of CCA, said: "The hospitality industry is a critical part of the economic and social landscape of Los Angeles and is helping to transform Downtown Los Angeles into a vibrant 24/7 destination. This bill will create jobs, increase local revenue and keep people Downtown. It gives residents and visitors the option to extend their visits at our world-class restaurants and entertainment venues."

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## Shane Phillips: Impact-Maker to Watch

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**Shane Phillips**, CCA's Director of Public Policy, was honored by City Impact Lab as an "[Impact-Maker to Watch](#)." **Councilmember Huizar** said: "Shane is a bright, forward-thinking young professional who believes in city building, urban planning, and housing. Whether one ultimately agrees or disagrees with Shane, you can be sure his reasoning is based on a depth of understanding that many people do not take the time, or have the discipline, to acquire."

## CCA Members in the news

"There were a lot of choices for the bank. To renew and expand their location is a significant milestone for downtown LA as a location of choice." - **Bert Dezzutti, Brookfield**

Wall Street Journal, [Bank of America Expands Office Space in LA](#), 1/23/18

"Nobody wants to sit two hours in traffic. We want to live someplace with a cool urban vibe and that is starting to happen across Los Angeles." - **Petra Durnin, CBRE**

LA Times, [LA-area office rents rise as once second-tier markets gain favor with new players](#), 1/23/18

"AECOM is an undisputed leader in construction and has the know-how to bring Frank Gehry's incredible design to life. They have a deep understanding of Los Angeles and an experienced local team which makes them an ideal fit for this compelling project. Their selection is another key milestone in the forward momentum of Grand Avenue and a fall groundbreaking." - **Rick Vogel, Related**  
CoStar, [AECOM Selected to Build \\$1B Gehry-Designed The Grand in Downtown LA](#), 1/22/18

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Enhancing DTLA's vibrancy and increasing investment in the region

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